

Utah Office of Tourism Board Meeting

Hilton Salt Lake City Center
255 S. West Temple
Alpine East Room

January 6, 2006
10:00 a.m.

Present

Board Members

Kim McClelland
Bob Bonar
Steve Burr
Georgianna Knudson
Frank Jones
Jeff Robbins

Colin Fryer
Steve Lindburg
Shelleice Stokes
Hans Fuegi
Bob Syrett
Mona Given

Staff

Leigh von der Esch
Mike Deaver
Elaine Watts
Stan Nance
Patti Denny

Tracie Cayford
Stacey Clark
Dave Williams
Kelly Day

Guests

Red Oelerich
Brad Smith
Nathan Rafferty
Brice Wallace
Rick Maw
Nan Anderson
Connie Marshall
Neka Roundy
Kevin Jones
Mark Hurst
Thomas Cook
Jeff Wright

Organization

Outdoor Utah
Foremost West
Ski Utah
Deseret Morning News
Utah.com
UTIC
Alta Ski Area
Davis County Economic Development
Catrala
W Communications
W Communications
W Communications

Welcome & Introductions

Kim called the meeting to order and welcomed those in attendance. He asked those in the room to introduce themselves.

Minutes

Kim asked if the board had read the minutes of the December 9 meeting and if there was a motion to amend or approve them. Steve Burr pointed out a typo on the last line of page 2 where the word should be 'or' rather than 'on'. Bob Syrett made a motion to approve them with that correction. The motion was seconded by Bob Bonar and carried unanimously.

Legislative Committee Report

Steve Burr asked Nan Anderson to give an update on the strategies for the upcoming session. She reported that UTIC met yesterday and formally adopted the scope of work and the budget for 2006. They have hired Des Barker as a lobbyist and he will be assisting with tourism related issues throughout the session. Anyone who would like to get involved with activities relating to the 2006 legislative session should contact Des. Two bills they will be tracking are the smoking bill and HB40 that was recommended by the Work Forces Services and Community and Economic Development Interim Committee. That bill would require an audit of and report on the use of tourism, recreation, cultural, and convention facilities tax funds to assure that they are being used for the purposes specified in the law. They will also be monitoring to make certain the performance based portion of SB1002 stays in tact and that the \$4 million that was removed during the last session is restored. The communication channel during the session will be through 'county captains' who will in turn work with the private businesses in their respective areas on legislative issues. Shelleice noted that the UTIC officers are available to speak to any group to help get tourism on the radar.

Nan asked the board to put February 13 on their calendars for the Tourism Unity Dinner with the legislators to be held at the Hilton Hotel and May 17-19 for the Tourism Conference to be held in Ogden.

Coop Committee Report

Hans distributed copies of recommendations that the committee would like the board to approve regarding the coop program. They are:

1. UOT staff will determine the level of funding for applications of \$2,500 or less
2. Coop committee will be expanded by two members.
3. Applicants must submit a written report to UOT no later than 90 days following completion of the event, project, season, etc. The application must clearly state the expected date of completion.
4. Add the following to the application: "Are you currently receiving UOT funding for this project? If so, you are ineligible to receive cooperative marketing funds."
5. Revise item #12 on the application to include measurement, data collection process, and reporting.
6. Add the following to the application: "Applicants are encouraged to submit applications early as this will allow staff more time to review the applications and notify the applicant of any items that are not considered. Applications that are incomplete after the deadline will not be considered."
7. Add the following to the guidelines: "All advertising, publications, CD-Roms, websites, videos, and other tourism promotion materials funded through the cooperative marketing program are required to carry the UOT logo and marketing tagline and either your website, UOT website, 800 or appropriate number.
8. Dates for the 2nd wave (\$1 million available) are:
Applications due April 7
Staff reviews and forward applications to committee April 21
Oral presentations by all applicants May 16 & 17
Board Meeting: May 17

9. For FY2006-07 only one round of applications will occur:
Applications due: August 4
Staff reviews applications and forward applications to committee: August 18
Oral presentations by all applicants: September 11 & 12
Board Meeting: September 15

Jeff commented that we need to make certain that the coop funds are not the up front monies for a project and that the organization is actually able to carry out the project if we award them funds.

Leigh responded that the staff is dedicated to doing 'due diligence' on these applications to make sure that the likelihood of the event or project being a success is high.

Copies of a draft MOU for both parties to sign when coop marketing funds are awarded was handed out to the board members to approve. There was some discussion as to whether or not a MOU was sufficient or whether we needed to have a contract.

MOTION: Steve Lindburg made a motion to approve the above changes to the Cooperative Marketing Program, to challenge the committee to consider the history and viability of the entity(s) other financial resources when evaluating applications, to add the word 'progress' to item #4 of the draft Memorandum of Understanding, that staff will determine whether the agreement needs to be a MOU or a contract, and that staff will follow State of Utah Policies and Procedures when entering into a MOU or a contract. The motion was seconded by Frank and carried unanimously.

Marketing Committee Report

Shelleice reported that the Marketing Committee has approved the brand platform but will continue to work with staff and W Communications to refine the creative and draft the marketing plan. The Committee also made the following recommendations:

- Photographs chosen for the creative will be identified by location in the state
- Place emphasis on people/humanity in the photography
- Creative to include emphasis on things to do and see in the state
- Iconic images such as national parks, ski resorts, cultural facilities be incorporated into the creative
- Target the hybrid traveler and family travelers
- Primary geographic markets will be determined after further review by the Marketing Committee
- The UOT Board members will receive a draft marketing plan by January 23, 2006

Shelleice stated that the platform celebrates Utah's tourism and quality of life and includes mountains and red rocks and showcases the diversity of the state. She also requested that the Marketing Committee receive a weekly report on the funds expended by W Communications.

Jeff suggested that we add the Olympic venues into the creative mix to remind people that the Olympics were held here.

MOTION: There was a motion by Hans, seconded by Mona, to approve the recommendations of the Marketing Committee. The question was asked who and when would the logo be approved.

Shelleice responded that the committee is requesting that the board give them the authority to approve it. The motion carried unanimously.

Shelleice reported that the board will receive a draft of the marketing plan by January 23 and asked for any comments to be back to any member of the committee by January 27.

Kim thanked everyone who has spent countless hours in developing the new brand. This will be a legacy for the state and it is very important we get it right.

Brand Launch Update

Mike reported that the launch of the brand is scheduled for February 8 at the Rose Wagner Theater at noon. There will be a 30-minute program with the Governor and other dignitaries followed by a reception. Invitees will be the legislators, constituents, staff, board, and any and all interested parties.

Director's Report

Leigh reported that staff is in the process of developing some 'One Sheetters' that will have information regarding specific areas of interest for someone coming to the state. Some of those topics will include golf, hiking, spas, skiing, bicycling, etc. so our clients can get information they are looking for with a particular interest.

The staff is working to secure the utah.travel url prior to January 16 when the rules for getting those .travel urls are relaxed a bit. Prior to that date, they are reserved for state travel offices, DMO's etc.

Leigh distributed an organizational chart for the UOT and Film offices. She also handed out a calendar showing the dates of upcoming travel related events. The UOT will have a presence in the tent where everyone enters the Sundance Film Festival with a video on skiing, hiking and other activities that can be done in the state of Utah as well as brochures to hand out.

Leigh will present information on the budget at the next meeting and will demonstrate how the \$10 million will interface with the base budget.

The board approved a tentative schedule with locations for their meetings in 2006. It is attached.

Public Input

The question was asked if the brand could be released to partners who wanted to use it in their advertising but have deadlines prior to February 8. Leigh responded that nothing with regard to the brand would be released prior to February 8.

The next meeting will be held February 3, 2006 in Salt Lake City.

Board Meeting Schedule & Locations for 2006

January 6	Salt Lake City
February 3	Salt Lake City
March 3	Snowbird
April 7	St. George
May 17	Ogden
June 2	Salt Lake City
July	TBA
August	TBA
September 15	Bear River Bird Refuge
October 6	Vernal
November 3	Moab
December 1	Salt Lake City